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American Indian Alaska Native Tourism Association
U.S. Ambassador to Germany visits AIANTA at ITB

Albuquerque, New Mexico (March 7, 2014) - U.S. Ambassador to Germany, John B. Emerson, and his wife Kimberly paid a surprise visit to AIANTA's booth at ITB. Mr. and Mrs. Emerson welcomed the AIANTA delegation to Berlin and posed for photos in front of American Indian tourism's exciting new pavilion.

AIANTA is one of 10,147 exhibitors from around the world presenting at this year's ITB. The number of international exhibitors is estimated to be higher than ever before, and 110,000 visitors are expected to attend the 2014 world travel event from 5 to 9 March. ITB Berlin offers participants an overview of travel products and services from around the world and of niche markets.

AIANTA's new pavilion is crowded every day with visitors intrigued by the diversity of American Indian cultures and tribal tourism opportunities represented. AIANTA and tribal delegations have met with more than 75 international tour operators and journalists and have engaged non-stop with visitors eager for information and photo opportunities.

"I am so pleased with the intense participation and all the attention that the new look of our exhibit is attracting. We definitely are making a huge impression this year," said Camille Ferguson, AIANTA Executive Director.



AIANTA representatives from Tundra Tours of Alaska, the Office of Hawaiian Affairs, Sky City Cultural Center of New Mexico, Native American Tourism of Wisconsin (NATOW), the Chickasaw Nation of Oklahoma, Keepers of the Sacred Tradition of Pipemakers, Monument Valley Tours and Monument Valley Simpson's Trailhandler Tours, LLC and US Ambassador John B Emerson and wife Kimberly



About AIANTA

The American Indian Alaska Native Tourism Association (AIANTA) is a 501(c)(3) national nonprofit association of American Indian tribes, tribal tourism, cultural and private sector representatives, representatives from the tourism industry, Federal, State and local governments, colleges and universities, and friends that was incorporated in 2002 to advance Indian Country tourism. The association is made up of representatives from six regions: Alaska, Eastern, Midwest, Pacific, Plains and the Southwest. AIANTA's mission is to define, introduce, grow and sustain American Indian, Alaska Native and Native Hawaiian tourism that honors traditions and values.

The purpose of the American Indian Alaska Native Tourism Association is to provide our constituents with the voice and tools needed to advance tourism while helping tribes, tribal organizations and tribal members create infrastructure and capacity through technical assistance, training and educational resources. AIANTA serves as the liaison among Indian Country, governmental, educational and private entities for the development, growth, and sustenance of Indian Country tourism. By developing and implementing programs and facilitating economic development opportunities, the American Indian Alaska Native Tourism Association helps tribes build for their future while sustaining and strengthening their cultural legacies.